

Hy-Vee's First-Ever Eco-friendly Wis. Says 'Cheese' in a Big Way

Nov 8, 2009

Hy-Vee's newest 90,000-square-foot store that opened recently on the east side of Madison, Wis., was wheeling and dealing during its grand opening festivities, which featured an 1,000-pound sculpture of the University of Wisconsin's mascot, Bucky Badger. Sculpted by "Cheese Lady" Sarah Kaufmann, the mammoth sculpture was a fitting housewarming gift for the West Des Moines, Iowa-based grocer, whose first-ever Wisconsin store features 36 feet dedicated to specialty cheese, with an emphasis, unsurprisingly, on home-state varieties.

"Providing quality products to its customers is a staple of the Hy-Vee franchise and has made [it] an industry leader," said Stan Woodworth, VP of channel management for the Wisconsin Milk Marketing Board (WMMB). "Committing to Wisconsin Cheese only strengthens their cause; the state's skilled cheesemakers are second to none."

Other efforts to help customers engage with cheese include the "Hy-Vee Corporate Cheese of the Month," live demos conducted by food and cheese professionals, and a future "Meet the Cheesemaker" event.

Additionally, as Hy-Vee's 226th store and the eighth state in the company's portfolio, the new Madison store, located at 3801 East Washington Ave., features a number of green attributes that are a part of the grocery chain's efforts to achieve LEED (Leadership in Energy and Environmental Design) certification, including:

Indoor Air Quality:

- A ventilation system designed to ensure that high-quality fresh air is circulated throughout the building
- Carbon dioxide monitors automatically adjust building ventilation
- Paint, adhesives and carpeting that have low levels of volatile organic compounds (VOCs)

Energy Efficiency:

- Highly efficient heating, air conditioning and refrigeration equipment decreases energy consumption. In addition, waste heat from equipment is used to preheat hot water and air
- Energy performance is improved through the use of low-E windows and a highly reflective roof that reduces the building's energy load in the summer.
- Natural light illuminates 75 percent of the sales floor, while more efficiency is gained through lighting that adjusts to natural light levels. Motion sensors activate lights in refrigerated cases and rooms

Recycling and Waste Management:

- Paper, glass, plastics, cardboard, metals and cooking grease are recycled on-site
- The use of pre-packaged meats and pre-trimmed vegetables reduce the amount of off-site waste for disposal
- More than 90 percent of store construction materials were recycled or diverted from landfills

Natural Resource and Water Conservation:

- The store has concrete floors that eliminate the need for additional floor coverings and the use of harmful cleaning chemicals
- Recycled materials are used in the steel structure, foundation and concrete wall panels
- Low-flow, motion-activated toilets and hand sinks help conserve water

Sustainable Operations and Refrigerant Management:

- Environmentally friendly, non-hazardous cleaning chemicals are used to maintain the store
- The refrigeration equipment requires fewer refrigerants than traditional systems do
- No ozone-depleting refrigerants are used in the store's cooling or refrigeration systems

Sustainable Site Development:

- The site was selected based on its urban location and Hy-Vee's ability to reuse portions of the existing building and parking lot
- It provides easy access to public transportation, ample bicycle parking, showers/changing rooms for employees, and vehicle parking for low-emitting and fuel-efficient cars
- Focused lighting in the parking lot minimizes light beyond the property line or into the night sky. Materials used to pave the parking lot include partially recycled asphalt and concrete
- The landscaping includes native grasses and perennial plantings that, once established, won't require irrigation, chemical fertilizers or pesticides/herbicides.

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